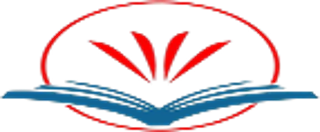
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**UGandA TECHNOLOGY & MANAGEMENT UNIVERSITY**

**WEB DESIGN PERSONAL PORTIFOLIO SPECIFICATION DOCUMENT NABATANZI GORRET SEP23/3472U/F 11TH/23/2023**

**November 23, 2023**

# Topic Selection: Personal Portfolio Website

1. Introduction

Welcome to my personal portfolio website! Here, I aim to showcase my skills, projects, and passions in a visually appealing and informative manner. Whether you're an employer, a collaborator, or just curious, I invite you to explore the various facets of my professional and personal journey.

## 2. Project Plan

* **Home Page**
  + Brief introduction and a welcoming message.
  + Highlighting key skills and expertise.
  + A visually engaging design to encourage further exploration.
* **About Me**
  + A detailed overview of my background, education, and professional experience.
  + Personal interests and hobbies to provide a more well-rounded view.
* **Portfolio**
  + Showcase of selected projects with descriptions, images, and links.
  + Categorization to highlight different skill sets.
  + A dynamic and interactive layout for an engaging user experience.
* **Resume/CV**
  + A downloadable version of my resume or curriculum vitae.
  + Links to professional profiles (LinkedIn, GitHub, etc.).
* **Blog/Updates:**
  + Regularly updated content, including articles, project updates, or insights.
  + Encourage user interaction through comments or social media sharing.
* **Contact:**
  + A contact form for inquiries, collaboration opportunities, or just to say hello.
  + Links to social media profiles for additional communication channels.

**3.** Description of Content

1. **Home Page**
   * A succinct introduction conveying my core skills and values.
   * Engaging visuals representing my personality and professional identity.
2. **About Me**
   * A comprehensive overview of my journey so far, emphasizing key milestones.
   * Personal anecdotes or insights to create a connection with the audience.
3. **Portfolio**
   * Project descriptions outlining my role, technologies used, and outcomes.
   * Visuals, such as screenshots or videos, to provide a tangible representation of my work.
4. **Resume/CV:**
   * A detailed yet concise presentation of my educational and professional background.
   * Clear sections for skills, certifications, and achievements.
5. **Blog/Updates**
   * Diverse content, including tutorials, reflections on industry trends, or project walkthroughs.
   * Encourage feedback and discussions through comments or social media.
6. **Contact**
   * A friendly and inviting message encouraging visitors to reach out.
   * Clear instructions on how to get in touch, whether through the contact form or social media.

# 4. SEO Strategies

## Keyword Optimization

* + Conduct keyword research related to my skills, industry, and niche.
  + Integrate relevant keywords naturally into content, meta tags, and headers.

## Quality Content

* + Regularly update the blog section with high-quality, relevant content.
  + Ensure that project descriptions and other textual content are informative and well-written.

## Mobile Optimization

* + Optimize the website for mobile responsiveness to improve search rankings.

## Backlinking

* + Actively seek opportunities for backlinking through collaborations, guest posts, or industry forums.

## Social Media Integration

* + Connect social media profiles to the website to increase visibility.
  + Share blog posts and updates on social platforms for wider reach.

## User Experience (UX)

* + Prioritize a user-friendly design to enhance overall user experience.
  + Faster loading times, easy navigation, and clear calls to action contribute to improved SEO.

By implementing these strategies, I aim to not only create an aesthetically pleasing and informative portfolio but also ensure that it reaches a wider audience through effective SEO practices.